

Call for CVs- Visibility & Public Relations Consultant (Part-time)

Institution: The University of the West Indies, Mona

Country: Jamaica

Project: Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience

Sector: Environment and Natural Disasters- Climate Change Adaptation Policy

Abstract: Visibility and Public Relations Consultant

Grant No.: ATN/SX-14969-RG

Bid No.: IC07/C6.00-5

Deadline: 23rd August 2018

The Inter-American Development Bank (IDB) has provided grant funding in the amount of US\$10.39 million to the Caribbean region to implement the Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience (PPCR) over a five-year period. The program is being executed by the University of the West Indies (UWI), through its Mona Office for Research and Innovation (MORI), and is also co-implemented by regional organizations working on climate change in the region.

The UWI now invites eligible Candidates to apply for the following consulting service: **Visibility and Public Relations Consultant (Part-time)** by submitting their Curriculum Vitae (CV) in the format indicated to the address below. CVs must indicate the minimum qualifications required as per the Terms of Reference attached.

The Visibility and Public Relations Consultant will: (a) energize and implement a communications strategy to ensure visibility of the project, and; (b) develop and promulgate knowledge products to enhance buy-in by citizens and decision-makers of the region. The consultant will also liaise with the co-implementing entities and the IDB as it relates to the communications program of the PPCR. The consultant will be directly attached to the Project Management Unit's (PMU) office at the UWI Mona Campus, with support provided by the procurement, finance and administrative officers.

A Consultant will be selected through a comparison of qualifications as described in Section V- Selection of Individual Consultants of GN-2350-9 Policy for the Selection and Contracting of Consulting Services financed by the IDB which can be found at the following website: www.iadb.org/procurement.

Eligible and interested candidates must respond in writing, by submitting their details via email, no later than **23rd August 2018** to:

Attn: Erica Haughton-Procurement Officer
MORI-PPCR Project Management Unit
Electronics Building, Department of Physics
University of the West Indies
erica.haughton02@uwimona.edu.jm

Eligibility

To determine eligibility, a Consultant shall be a national of member countries of the Bank. Consultants from other countries shall be disqualified from participating in contracts intended to be financed in whole or in part from IDB financing.

An individual is considered to be a national of a member country of the Bank if he or she meets either of the following requirements:

- i. is a citizen of a member country; or
- ii has established his/her domicile in a member country as a “bona fide” resident and is legally entitled to work in the country of domicile.

Eligible countries are: Argentina, Austria, Bahamas, Barbados, Belgium, Belize, Bolivia, Brazil, Canada, Colombia, Costa Rica, Chile, Croatia, Denmark, Dominican Republic, Ecuador, El Salvador, Finland, France, Germany, Guatemala, Guyana, Haiti, Honduras, Israel, Italy, Jamaica, Japan, Mexico, Netherlands, Nicaragua, Norway, Panama, Paraguay, People’s Republic of China, Peru, Portugal, Republic of Korea, Slovenia, Spain, Suriname, Sweden, Switzerland, Trinidad & Tobago, United Kingdom, and United States, Uruguay and Venezuela.

Eligible Territories are:

- a Guadeloupe, French Guiana, Martinique, Reunion – as Departments of France
- b U.S. Virgin Islands, Puerto Rico, Guam – as Territories of the USA
- c Aruba – as a constituent country of the Kingdom of the Netherlands; and Bonaire, Curacao, Saint Marten, Saba, St Eustatius – as Departments of the Kingdom of the Netherlands
- d Hong Kong – as a Special Administrative Region of the People’s Republic of China”

TERMS OF REFERENCE

Project No.: ATN/SX-14969-RG

Project Name: Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience

Name of Consulting Service: Visibility and Public Relations Consultant

I. BACKGROUND

- I.1 The Inter-American Development Bank (IDB) has provided grant funding in the amount of US\$10.39 million for the Caribbean region to implement the Investment Plan for the Caribbean Regional Track of the Pilot Program for Climate Resilience (PPCR) over a five-year period 2015-2020. The program is being executed by the University of the West Indies (UWI), through a Program Management Unit established under its Mona Office for Research and Innovation (MORI). The PMU is being supported by the following region organizations as co-implementing entities; CARPHA, CARDI, CSG, CIMH and CRFM.
- I.2 The general objective of the operation is to improve regional processes of climate relevant data acquisition, storage, analysis, access, transfer and dissemination and to pilot and scale up innovative climate resilient initiatives. In pursuing this objective the program utilizes a regional approach, that seeks to develop data and information products and services that can be utilized both at the regional and national levels. The program is structured in four components:
- Component 1. Improving geospatial data and management for adaptation planning, sea level rise and storm surge impact analysis. The focus of the component is to improve the accessibility of high quality and current/updated bathymetric and near shore topographic data to support climate change analysis related to sea-level rise, storm surge, flooding, and ongoing adaptation planning at the regional and national levels.
 - Component 2. Consolidating and Expanding the Regional Climate Network and Global Platform Linkages. The focus of the component is to strengthen regional and national structures and mechanisms for the delivery of climate products and services at the national level through enhancements to the regional climate data monitoring networks and complementary linkages with global climate information centers/platforms.
 - Component 3: Downscaling and Expanded Climate Projection Models and High Resolution Maps. The focus of this component is to improve and enhance the availability of the downscaled future climate projections in the Caribbean in support of adaptation planning, decision making, and sector level modeling/projection efforts (such as marine, agriculture, health and water).
 - Component 4: Applied Adaptation Initiatives. This Component focusses on sectoral interventions through collaborations with the responsible regional organizations in the Health, Marine, Agriculture and Water sectors.

II. OBJECTIVE:

II.1 MORI is now seeking a Visibility and Public Relations Consultant to energize and implement a communications strategy to ensure visibility of the project and develop and promulgate knowledge products to enhance buy-in by citizens and decision-makers of the region. The consultant will also liaise with the co-implementing entities and the IDB as it relates to the communications program of the PPCR. The consultant will be directly attached to the Project Management Unit's (PMU) office at the UWI Mona Campus, with support provided by the procurement, finance and administrative officers.

III. ACTIVITIES:

III.1 The consultant will be responsible to lead the process for effective stakeholder engagement, increasing the awareness of the program throughout the region, developing and disseminating knowledge products and improving the knowledge of multiple stakeholders on the project, its goals and objectives, as well as, the impacts of climate change, climate change adaptation and disaster risk reduction communication issues across the region. This should be achieved through the following six (6) Technical Competencies:

- I. Storytelling: Communicates program messages and content in powerful narratives and stories to influence audience understanding. These stories must be disseminated across all available platforms inclusive of, but not limited to traditional and social media. A strong ability to translate highly technical information into easily understood and imaginative narratives for wide dissemination.
- II. Communications and Messaging: Applies expertise in communications and messaging, and an understanding of the PPCR to guide the PMU an to achieve communication goals and objectives.
- III. Writing and Editing: Demonstrates ability to write clearly, concisely, imaginatively and with impact in multiple languages (English required, French and any other Bank official language will be considered an asset), as well as a demonstrated ability to edit the writing of others.
- IV. Media Design and Development: Creates audience impact and enthusiasm by employing appropriate media types (e.g., electronic, print, audiovisual, multimedia, social media, etc.). The consultant should be able to use multiple technologies to prepare and deliver media content.
- V. Stakeholder Insight and Outreach: Establishes relationships and applies a deep understanding of external stakeholder challenges and needs to achieve program objectives.
- VI. Program Management and Evaluation: Drives accomplishment of program objectives through the disciplined development and execution of communication activities.

III.2 Specifically, the consultant will undertake the following activities:

- i. Revise and implement a comprehensive and effective communications strategy and action plan which should include: recommendations for enhancement of the website; diverse social media strategy with specific targets; regionally/culturally relevant materials and resources, and the use of innovative means as appropriate, focusing on climate change resilience and the objectives of the project.

- ii. Develop a Work Plan and Budget for the implementation of the communication tasks, events, publications, among others.
- iii. Identify suppliers for the provision of goods and services in support of communication activities.
- iv. Coordinate and/or provide support for the planning and logistics for communication events to include training seminars, outreach meetings, workshops, media events and related activities.
- v. Revise the communication plan for each component in collaboration with the respective co-implementing agency.
- vi. Spearhead the creation of knowledge products and actions to highlight and disseminate information related to the program including the development and production of audio-visual kits and other educational material on climate resilience and the project activities.
- vii. Be familiar with the media landscape and maintain strong professional relationships with key media figures in the Caribbean.
- viii. Maintain a database of key media figures with whom the project can liaise to facilitate increased visibility
- ix. Advise the PMU on the handling of media queries on the program and prepare press releases, interview bullet points, event presentations and speeches, etc as required.
- x. Contribute to the preparation of annual operating plans and budgets.
- xi. Assist with the identification and formulation of lessons learned and the documentation of best practices to be integrated into program reports.
- xii. Liaise with the IDB project team and communication department as required to ensure optimum coordination to maximize impact and alignment with IDB brand manuals; as well as coordination with the national focal points and programs in PPCR countries
- xiii. Any other activity that promotes the achievement of communication, visibility and awareness raising objectives of the program.
- xiv. Manage and maintain a diverse social media presence (Twitter, Flickr, Instagram, Facebook etc) for the project

IV. DELIVERABLES:

- 4.1 The consultant is expected to produce the following deliverables:
- a) Revised Communications Strategy
 - b) Implementation/Action Plan/ Work Plan and proposed budget
 - c) Plan of action for increased project visibility, climate resilience education and awareness campaign
 - d) Brochures, posters, audio-visual kits and other publications, etc.
 - e) Press releases and advertisements
 - f) Regular updates to web page
 - g) Proof of social media management (Twitter and Facebook posts, YouTube uploads etc.)
 - h) Database of key media figures and contacts

V. SUPERVISION

- V.1 The consultant will be supervised by the Program Manager of the PMU-MORI and will work closely with the staff of the PMU, the marketing department of the UWI, co-implementing partners and the IDB.

VI. QUALIFICATIONS

- **Academic Degree:**

Candidates should possess a minimum of a Bachelor's degree or equivalent in Mass Communication, Journalism, Public Relations, Marketing or Business Administration (concentration in marketing), specializing in Development Communications and/or Social Marketing.

- **Level & Years of Professional Work Experience:**

Candidates should have at least five (5) years relevant experience in: a) formulating and implementing communication plans; b) communication efforts of not-for-profit or multilateral organizations; c) organizing campaigns and events; d) developing and disseminating knowledge products and communication materials; e) use of relevant software (e.g. Microsoft Word, PowerPoint, Publisher); f) design and maintenance of webpages and social media profiles and; g) working with Caribbean media.

- **Skills:**

Candidates should be results-orientated, highly motivated and demonstrate the following: a) excellent writing and editing skills; b) an understanding of climate change and related environmental issues; c) knowledge of the operations of international organizations; d) an ability to communicate and work effectively with internal and external stakeholders, and; e) ability to work independently and as part of a team.

VII. CHARACTERISTICS OF THE CONSULTANCY

- Type of consultancy: Individual
- Contract Duration: 1 year renewable based on performance
- Place of work: Kingston, Jamaica.
- Payments will be made against the following schedule:

Description	Due Date	Percentage Payment
1 Revised Communication Strategy & Implementation Plan	Month 1	15%
2 2018-2020 Strategy for increased visibility of project with clear timelines	Month 2	15%
3 *Report on execution of Communications Strategy	Month 4	14%
4 Knowledge products prepared for activities under each component of project	Month 6	14%
5 *Report on execution of Communications Strategy	Month 8	14%
6 *Report on execution of Communications Strategy	Month 10	14%
7 *Report on execution of Communications Strategy	Month 12	<u>14%</u>
	Total	100%

*These reports will include attendance (as required) and management of communication/public relations aspects of on-going project activities over the period.

Curriculum Vitae (CV) Template

Note: text in blue italics is provided as a guide only and should be removed in the final document being submitted.

Name of Consultancy:	
Name of Consultant:	<i>[Insert full name]</i>
Date of Birth:	<i>[day/month/year]</i>
Country of Citizenship/Residence:	
Contact information:	<i>[e-mail....., phone.....]</i>

Education: *[List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained]*

Employment record relevant to the assignment: *[Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.]*

Period	Employing organization and your title/position. Contact information for references	Country	Summary of activities performed relevant to the Assignment
<i>[e.g., May 2005-present]</i>	<i>[e.g., Ministry of, advisor/consultant to... For references: Tel...../e-mail.....; Mr. Bbbbbb, deputy minister]</i>		

Membership in Professional Associations and Publications:

Language Skills (indicate only languages in which you can work):

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

Name of Consultant

Signature

Date

- (i) This CV correctly describes my qualifications and experience
- (ii) I am employed by the Executing or the Implementing Agency
- (iii) I was part of the team who wrote the terms of reference for this consulting services assignment
- (iv) I am not currently debarred by a multilateral development bank (If yes, identify who)

Ye s	No
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